

the grade falls away to the rear, permitting a high basement with excellent light and air. The women's quarters occupy the first story of this unit. The dressing room, size 14 ft. by 23 ft., contains wardrobes and lavatories and is convenient for use by guests, as well as by golfers. The ladies' locker room, with present facilities for the accommodation of 50 members, is accessible from the dressing room and has an exit down to the grade. The toilet room may be conveniently reached from the dressing room as well as from the locker room. Several showers, which are in a separate room, are accessible only from the locker room, being placed at the extreme end of this unit.

### Men's Lockers in Basement

The men's locker room, with present facilities for the accommodation of 150 members, is located beneath the women's quarters. It is accessible by stairs from the entrance lobby, as well as from the grade. A shower room, also toilet and wash rooms, occupy space against the north wall of the locker room unit. Also in this story is a men's grill room located beneath the octagonal lobby, and lighted by large areaways, having steel sash. Stucco ceiling and walls above the wood wainscoting cap complete the details of the room. A space for future bowling alleys is made possible beneath the lounge.

The professional, Jack Perkins, will occupy a shop 20 ft. by 22 ft. Access to this shop may be gained by stairs from the main hall, also from the grade; this latter arrangement will permit non-members to gain private instruction from the golf professional without the necessity of entering other portions of the clubhouse to reach the shop.

The principal feature of the second story is the director's room located in the tower. The greater portion of this story is given over to bedrooms and baths for the accommodation of overnight guests. The board room size, 18 by 18, on account of its elevated position, will prove very welcome as a private dining room. The servants' quarters are placed directly over the kitchen and are accessible only from the servants' stairs. The balance of the second story in the future will be taken up with four large bedrooms, size 15 by 17, served by two bath rooms. There is also a large storage room directly off from the main hall.

George Westbrook is president of the club and Thomas M. Owen, formerly connected with the Sequin Country Club of Nevington Conn., is manager.

With an approximate expenditure of \$4,000 for furnishings and equipment, Sunset Ridge's new clubhouse has been constructed for slightly less than \$40,000.

## Ridgemoor's Free Sandwiches Boost Club's Bar Receipts

By JACK FULTON, JR.

**F**REE lunch, an institution inseparably allied with the old-time saloon days, has tended in the past few years to become little more than a memory. Modern speak-easies sometimes offer a bowl of potato chips and a rather stale heap of pretzels, and boldly term such fodder "free lunch," but those of us who knew the glories of the pre-prohibition saloon's food-counter hardly find its modern substitute adequate. The passing of the tradition is lamentable.

Did you ever stop to analyze the reason for the generous free food the saloons of-

ferred? It's not difficult: When a man eats, he wants to drink—and the more he eats, the more he can drink. Business was boosted immeasurably by the simple expedient of having eatables around, salty ones favored.

And now comes a golf club, Ridgemoor C. C. in the Chicago district, with a smart and somewhat modified application of the old-time free-lunch racket to boost its beverage sales in these prohibition days. That the practice is profitable to the club can best be judged by stating that the cost of

the food given away is more than offset by increased bar receipts.

Ridgemoor's "free lunch" is a Saturday and Sunday proposition. On those days, when a member finishes his game and he and his guests enter the club grill, they find a Philippino boy stationed behind a serving table on which is a large hot baked ham, platters of American and Swiss cheese, and a plentiful supply of rye bread.

This food is free. It is served buffet style, the boy making the sandwiches as they are wanted, the member carrying them to a table in the room, where his order for near-beer, the great bulk of beverage orders, is taken. Some carbonated water and ginger-ale is sold, but rye-bread sandwiches mean a malt drink to the palates of most of Ridgemoor's members and as a result the club's sales of near-beer bulk up to a volume that is the envy of other clubs.

Full details of how Ridgemoor follows out its free-lunch plan were supplied GOLFDOM by the club's manager, D. Vincent Laczko, who refuses credit for the original idea, but who has been wholly responsible for the successful operation of the practice.

"We started serving this food in the grillroom about two years ago," he said, "not with the idea of increasing beverage sales, but simply as a service we thought the members would appreciate. And from the first day the success of the scheme has been assured. There is something about a rye-bread sandwich after a golf game that rounds out a day of pleasure like nothing else can do.

"At first only the men had this service, but before long the women golfers began to yell for the same treatment in their end of the clubhouse, and so we gave them their free lunch, too, but Sundays only.

"The sandwiches are available in the men's grill on Saturdays, Sundays and holidays from 4:00 or 4:30 in the afternoon until dinner-time. I make a special point of buying the best hams I can get and I make sure that the meat is in the best possible eating condition by rushing it hot from the kitchen to the grill in time to catch the first of the hungry golfers. And you'd be surprised how quick a whole ham can be sliced and eaten. The two kinds of cheese also available are ordered in limited quantities, but can't hold a candle to the ham in popularity.

"We use about one ham on Saturdays, about 1½ on Sundays (mainly because of

the women's share) and on those rare occasions when some of the meat remains, I find no difficulty working it into the menu the following day. Last season the food given away cost the club \$355 from the opening of the golf season in April until the middle of November. That works out about five cents a sandwich. When you take into account the whole-hearted popularity of the custom with our members, that isn't much to pay for a whole season if there were no income return at all.

"But as a matter of fact our beverage sales, particularly near-beer, on which the club makes a profit of at least 12c a bottle, have increased so largely since we began this sandwich service that the food cost is amply taken care of. In 1929, bar sales increased \$503.55 over 1928; in 1930 they were \$649.88 over 1928 figures. So you can figure that the food used in the sandwiches cost the club nothing at all."

Laczko points out that the benefits to the club do not end here. The very fact that this unusual grillroom service is available has made the club just so much more a show-place in the eyes of the members and undoubtedly has had considerable to do with the very healthy increase in green-fee reported by Ridgemoor in the past two years. While the exact amount the free-lunch idea contributes to this increase is not measurable, its importance is obvious when one is told that members invariably steer their guests into the grill after a game, and proudly invite them to sink their teeth in a ham-on-rye.

From 11:00 to 2:30 on Saturdays and Sundays, Ridgemoor offers grill service almost as popular as the free-lunch available later in the afternoon. Members have a choice of a cold buffet or a hot lunch; either costs the member a dollar.

In the case of the cold buffet, which is by far the more popular during the summer, the member steps up to a long table covered with a fine assortment of cold foods, takes a plate and helps himself to whatever he wants and as much of it as he wants, and carries the food to his table. Meanwhile a waitress has laid out his service and takes his order for coffee and dessert. The hot lunch is served by the waitresses.

They say the way to a man's heart is through his stomach. If the same is true of a golfer's loyalty to his club, Ridgemoor's members must be a well-satisfied lot.